

Powering Through for Policy Change

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Americans for Nonsmokers' Rights

Missouri by the Numbers

- **29** smokefree ordinances
- **25%** of Missourians covered by smokefree workplace law
- **14.9%** high school smoking rate
- **60,000** # of callers to MO quitline from FY 2005 – FY 2013



Source: Campaign for Tobacco Free Kids – Toll of Tobacco in Missouri, Youth Tobacco Survey

MISSOURI'S SMOKEFREE CITIES

- Ballwin
- Branson
- Brentwood
- Chillicothe
- Clinton
- Clayton
- Columbia
- Creve Coeur
- Excelsior Springs
- Fulton
- Hannibal
- Independence
- Jefferson City

- Kansas City
- Kennett
- Kirkwood
- Lake St. Louis
- Lee's Summit
- Liberty
- North Kansas City
- Maryville
- O'Fallon
- Rolla
- Sedalia
- Springfield
- St. Joseph
- Warrensburg
- Washington

Filling in the Gaps

- No more low-hanging fruit
-  smoking rates,  level of support
- Lack of regional support
- Challenging political climate

Back to the Basics

- **Build a strong grassroots coalition**
- **Recruit resources to support the campaign**
- **Determine your deal-breakers, stick to it!**
- **Cultivate policy champions**
- **Implement media and educational campaigns**
- **Address Opposition**
- **Create a sense of urgency**

Strong Smokefree Laws

- Strong, Simple, Fair
- No Exemptions!
 - Private, Membership Clubs
 - Casinos
 - Tobacco Retail Stores
 - Vapor Products
- There's no safe level of exposure to secondhand smoke

Champions for Change



SMOKE-FREE JULY 2015



Thank you,
**BRANSON
ALDERMEN**
*– from the bottom
of our lungs!*

Stone County
Health Department



Taney County
Health Department

Public Health



Tri~Lakes *Clean Air* Alliance

Smokefree Policy Options

- **The tri-fecta**
 1. Raise the price
 2. Fund programs for prevention and education
 3. Pass smokefree workplace laws
- **Other Policy Options**
 - Multi-Unit Housing
 - Minimum Age of Sales
 - Advertising and Compliance Checks
 - Outdoor Air – parks, beaches

Emerging Issues

- **Electronic Smoking Devices**
 - NOT HARMLESS, NOT WATER VAPOR
 - Emit secondhand vapor found to contain heavy metals
 - Should be treated as tobacco products
- **Local Control – Preventing Preemption**
 - Ability for local governments to pass policies stronger than statewide law

Join Us

Become A Member Today

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www.no-smoke.org

www.smokefreeecasinos.org

www.protectlocalcontrol.org

www.goingsmokefree.org



AMERICANS *for*
NONSMOKERS'
RIGHTS